



THE SALES INFORMER

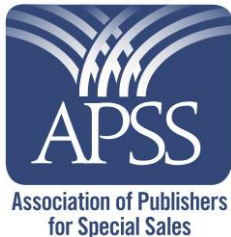
Association of Publishers for Special Sales

**A monthly e-zine dedicated to helping APSS members sell more books
to more buyers, more profitably.**

Volume 7, Issue 12, Number 798 December 2019

Here is your December 2019 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Update from the Executive Director - Brian Jud



Subject: Display your books at the London Book Fair and ALA Midwinter Conference – Prices go up Jan 1

Have you ever wanted to display your books before thousands of librarians, but didn't want to spend thousands of dollars to do it? Or exhibit at The London Book Fair New Title Showcase? It is the hub for international rights business, and gives agents, scouts and publishers the perfect opportunity to see your book on display.

The Combined Book Exhibit® (CBE) displays your books at both shows.

- Attendees can order your books on the spot.
- All books are displayed face out, visible to all attendees
- You can also provide your own order forms/ promotional materials
- Each exhibit is staffed by experienced representatives tasked with the responsibility of generating orders for each book.

Display your book(s) at both 2020 shows at the 2019 rate (prices go up Jan 1)

American Library Assoc Midwinter -**Deadline is Jan 08** to display your books with the APSS discount

- Print Book Display (per title, per show) - \$140
- Ebook Display (per title, per show) - \$140
- Print/Ebook Combo (per title, per show) - \$175

Subject: Display your book at the London Book Fair New Title Showcase -- save with the APSS discount. **The deadline for London Book Fair New Title Showcase is January 31, 2020.**

- Print Book Display (per title, per show) - \$225
- Ebook Display (per title, per show) - \$225
- Print/Ebook Combo (per title, per show) - \$275

These prices go up on Jan 1. Register now for both exhibits (and many other shows) at <http://tinyurl.com/y7bpzgld> with your APSS membership number (insert it at APSS ORDER NUMBER) and save!

APSS Tip for Finding Potential Non-Bookstore Buyers

Could the information in the book lead to a by-product and another business? Some aspect of a book may transcend its original purpose and extend into different markets. For example, information about interview skills for job seekers is relevant for people appearing on television or radio. So that part of the book might be repackaged for that market..

How Is Online Shopping Simplifying Our Lives?

By Edita Rhodes

Over the last decade, shoppers have transitioned from buying goods in physical stores to ordering over the internet. Online shopping is now a multi-billion-dollar industry thanks to the increased internet connectivity and development of smartphone technology. Physical stores, especially those specializing in fashion items and electronics are actually opening e-commerce websites for their products in a bid to claim a share of the growing online market. Grocery stores are now offering online services- including free delivery services- to online shoppers.

Shoppers, on the other hand, are riding on the convenience that comes with online shopping to improve their lives and make the most out of the current technological dispensation. Home computers and high-speed broadband connections have also played a key role in bringing the current shopping revolution to life. But the key question that we need to answer is this: Is online shopping simplifying our lives and if it is, how exactly?

1. Time is money. For most people, shopping is unpleasant, painful, and time-consuming. People want to get the best things in life but they don't have the time, energy, or will to sample through thousands of different items in the store. Imagine having to spend a whole hour in a grocery store: The energy and time you end up wasting could be worth over 100 or even 500 bucks depending on your hourly compensation. Online shopping helps you avoid this onerous pain and inconvenience.

2. More shopping choices. The shopping choices that come with online shopping are immense. I mean, you can surf through online store inventories and numerous deals and discounts for days and still find new and better options. This is unlike the brick-and-mortar stores that operate under limited storage spaces, so they only store the amount and variety of goods that their space can allow. The online space is unlimited since all a retailer needs to do is post a picture of every item in stock and add a small description to the image. "In online shopping, your item is always one click away as opposed to physical shopping where you may be forced to wait for weeks or months before an item you ordered is available" suggests Heritage House, who sell boy suits online.

3. Remote shopping is convenient. Shopping from the comfort of your living room is the most convenient shopping experience ever. After all, who enjoys the pushy sales staff, long queues, and almost unavailable parking space at shopping malls?

Credit cards have made online payment seamless, so no one is restricted to only buying from local stores. Mail-order catalogs have made it convenient to order goods from overseas. Retailers, on the other hand, are constantly improving their websites in order to make them more navigable.

4. Sending gifts is easy. Online shopping also means easy and convenient sending of gifts regardless of the recipient's location. The retailer does all the heavy lifting- from packaging to wrapping, to shipping, to after-sale services- you name it! If you have friends and family living in different cities in the world, you don't need to worry about how and when you will send them Christmas gifts. All you need to do is pay and wait for a thank you card.

If your gift recipient is passionate about interior design, for example, you can gift them great customizable wall art canvases, which you actually can order online. And because words may not be able to sufficiently express your love for your family and friends, a wall art canvas will tell the story at a very affordable price.

5. You shop at your own pace. Because no one is rushing you to move the line or to make payments, online shopping allows you to shop at your own pace. Think of the huge crowds that clog shopping malls during holidays and weekends. Think of the endless battles you find yourself in when looking for parking spots.

Physical shopping makes you feel like there is someone breathing down your neck at all times, so you end up rushing through your shopping. Sometimes you can even end up bringing home items that you didn't want to because of the pressure that shopping attendants put on you. When shopping from home, you do it at your own pace and so you have all the time in the world to make the right choices.

In conclusion

Online shopping has clearly revolutionized the way we shop. And because there are tons of online platforms that offer amazing deals for shopping lovers, the conventional method of going into stores is no longer appealing.

Contact Edita at edita.rhodes@gmail.com. Edita is a medical student graduate. She has a big passion for medicine, and choosing to become a doctor was one of her best decisions. She believes that she can change the world for the better. She also travels and loves to share her experience with other people."

Brian Feinblum

Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners

<https://bookmarketingbuzzblog.blogspot.com/2019/>



Give the Gift of Reading – Be the Santa!

It's the giving season, which means it's the asking season. So here's my ask: Donate a few bucks to an organization dedicated to promoting literacy and reading books for children. Go to www.ReachOutandRead.org.

They tell you:

How to donate

Why you should help

How to get involved

This group is a national network with 6,400 participating sites in all 50 states, consisting of more than 34,000 medical providers who help get books into the hands of children.

Research shows that kids need to be exposed to words, reading early and often. Otherwise they risk becoming marginalized.

Doctors don't just heal wounds or prevent sickness; they can now discuss a child's development holistically and encourage families to become partners in reading to their children.

Think about it. Literacy is a matter of a child's well-being, just as much as his or her health.

You can help by giving – money, books, or your time. Volunteer to be a reader to others. Help create a literacy-rich waiting room. Advocate for literacy-friendly policies.

According to UNICEF in 2017, literacy rates globally are slowly improving, thanks in part to the generous support and help of good folks like you. Still, 115,000,000 youth, ages 15-24, remain illiterate and doomed to a life of lost opportunity and a lack of participation. Help stop the cycle of ignorance.

If you seek to help others, explore these groups as well:

Room to Read
Reading is Fundamental
National Center for Families Learning
Book Aid International
Literacy for Incarcerated Teens
Read Ahead
Everybody Wins!
World Literacy Foundation
Barbara Bush Foundation for Family Literacy
First Book
Milk and Bookies

Other things you can do include:

Donate books to local schools, libraries, and learning centers.
Volunteer your time to help local literacy organizations.
Encourage others to donate time, funds, or books.
Lobby local, state, and national government agencies to fund literacy programs, libraries, and education.

Update on Book Selling University (Sponsored by APSS, BookLife, Bowker and Ingram Spark)



Book Selling University has courses to help you produce better books and sell more of them. Today's featured course is BSU-118 How to Find Your Readers - Killer Market Research, Amy Collins. See it and more at <https://bit.ly/2IAQn55>
View each course up to 5 times

APSS Tip for Making Persuasive Sales Presentations



Preparation gives you flexibility during your presentations. It furnishes confidence as you divert from your prepared script to lead your prospects on a different trail towards your goal. Your mental agility will serve you well as conditions change in real time. You could be making a presentation to one person and be on a roll. Everything you say clicks. Your prospect may say, “I love your idea. I want to have my manager listen to this.” Then you may move to that person’s office where your tactics change.

The best way to be both flexible and spontaneous during any presentation is to prepare. The more you know about what you will say the more secure and relaxed you will be. You will speak effortlessly and answer questions confidently. And you will sell more books.

APSS Tip for Negotiating Large-Quantity Orders



Evaluate each negotiation. If you got the order, what did you do right? What can you do to improve next time? If you did not get the order, what did you do wrong? What could you have done better? How can you eliminate any gaffes in the future? Review each negotiation, learn from it and improve your skills for next time.

Eliminate the Ingram Spark \$49 set-up fee -- With Your APSS Discount

Save \$49 set-up on the IngramSpark set-up fee with your APSS membership. IngramSpark is an award-winning online service for indie authors that provides the same quality print and distribution services enjoyed by big-time publishers. Once you finish and format your book, IngramSpark makes it possible to share it with the world, including readers, over 39,000 booksellers, and librarians, and more than 70 online retailers. Focus on what you do best — creating innovative content — and let IngramSpark do the rest: print, ship, and distribute your book.

APSS members contact Kim@bookapss.org for the IngramSpark Promotion code

The link to IngramSpark: <https://myaccount.ingramspark.com/Account/Signup?source=APSS>

APSS Membership Benefit Are you taking advantage of all APSS has to offer?



BookBaby has grown to become the nation's leading self-publishing company. We believe in People Powered Publishing, which means our crew of authors, poets, bloggers, and artists are dedicated to helping all writers self-publish successfully. From first timers to veterans, novelists to photographers, we've helped thousands prove that it doesn't take a traditional publishing deal to bring a dream to life. You can do it yourself—and BookBaby has the friendly customer service, knowledgeable publishing specialists, and quality book printing you need to get the job done. For more information contact Steven Spatz at sspatz@bookbaby.com or Dan Baker at dbaker@diymediagroup.com

APSS Top Ten List

The growth of most companies eventually slows or stalls, and we are compelled to reinvent ourselves. Here are the Top Ten Causes of Business Stall:

1. Failure to stick to core
2. Sticking with it for too long (not seeking alternative markets)
3. Poor (or no) definition of target buyers and segments
4. Poor planning
5. Problems with execution
6. Unforeseen market changes
7. Poor or no evaluation of relative progress toward goals
8. Doing the same thing but expecting different results
9. Not investing sufficiently in an assorted promotion mix, and measuring results – ROPE
10. Competing on price instead of differentiation

APSS Featured Supplier

By Keith Korhely - PartnerShip

Key Considerations for the 2020 FedEx and UPS Rate Increases

Rates are going to increase in 2020 with carriers FedEx and UPS. APSS members need to stay informed of the changes in order to keep costs low. Here are the top takeaways you need to know:

- FedEx and UPS small package rates are increasing an average of 4.9% - effective January 6, 2020 and December 29, 2019 respectively.
- Your actual costs will vary. Depending on the service you use and your package characteristics, you could see increases above or below the average.
- Many common surcharges are also increasing. On top of the base rates, you need to be aware of the charges that apply to your shipments and how they'll affect your total costs.

PartnerShip®, the endorsed shipping provider for APSS, has sorted through the rate charts and put together a complete guide for members. [Download the free white paper](#) for key details about the new rates and how they may impact your business.

APSS members have exclusive access to discounts on select FedEx® services to help offset these increases. [Enroll today](#) to start saving.

Tips for Selling to Non-Bookstore Buyers

By Guy Achtzehn



Stop thinking in terms of *books* and start thinking in terms of delivering information in the form in which buyers want it delivered. Some publishers believe the key to increased income and profits is to publish more books. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money.

Instead, find out if the people in your target audience want the information you have, whether fiction or nonfiction, delivered as a printed book, ebook, audiobook, a seminar, a booklet, in a 3-ring binder or as a MP4. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

Answers to Your Questions About Non-Bookstore Marketing

(If you have a question about selling books to non-bookstore buyer, send it to BrianJud@Bookmarketing.com and he will answer it here)

Soon we'll be beginning a new year. Are last year's books still saleable to non-bookstore buyers? Susan Neu

Most non-bookstore buyers in the non-retail segment are less concerned with the publication date than they are with how the content of your book can help them or their customers, employees, students or members. Assuming your information is relevant, corporations may use it as a premium to increase sales of their products, magazines as a way to increase subscriptions or by museum gift shops as a way to enhance the experiences of their guests. In each case, the format of your information may have to be changed to accommodate the buyers' needs.

Given the fact that you probably already have a frontlist and backlist, evaluate your complete inventory of titles, and then devote your attention to marketing those with the greatest potential. Then sell them in nontraditional places such as schools, colleges, hospitals, pharmacies and/or military bases. These groups might purchase them for resale, as premiums or as gifts

Novel Ways to Sell Fiction

By Brian Jud



Many authors of fiction believe selling their work is difficult. But if you look beyond the bookstore you can find many sales opportunities. The information below provides ideas and examples of potential segments that could be lucrative for you. This information is by no means an exclusive list, but as a catalyst to get you started.

Target Readers

A basic tenet for selling anything is to first know your target market. No one can market to “everybody,” so consider the 5Ws to describe people who could buy your fiction: **Who** is the typical reader you had in mind when you wrote your book? Is the person male or female? In what age group? **Where** do they shop (that is where you need to have your book available)? **When** do they buy (a holiday or a special seasonal period)? **What** do they buy (printed books, ebooks or audiobooks)? **Why** do they buy (Are they seeking a relaxing message? An enjoyable way to pass time on a plane or beach?).

It is helpful to group your marketing activities under two major topics: 1) where to sell your book, and 2) how to promote it. The sections below are examples to get you started.

Where can you sell your book?

Retail stores. Bookstores are retailers, but there are many other retail establishments that sell books, and in most cases fiction outsells nonfiction. Examples are airport stores, supermarkets, gift shops, discount stores and specialty stores. Ask the store buyers who their distribution partners are. Your current distributor may already be selling to them.

Gift shops of all types have books for sale. These shops are located in hotels, hospitals, airports, national parks, museums and more. Event Network (<https://www.eventnetwork.com/>) has stores at many destinations throughout the United States and Canada including zoos and aquariums, historical sites, museums, botanical gardens and art museums. The Science Fiction Museum also sponsors the Horace Awards, has chat rooms, workshops, reviews and book sales (<http://www.sciencefictionmuseum.com/index.html>)

Many national parks have gift shops selling books. Eastern National (<http://easternnational.org>) operates more than 150 units of the National Park Service in the Eastern United States. The Western National Parks Association (www.wnpa.org) is the official nonprofit partner of the National Park Service and its 67 national parks in the western United States.

Display-marketing companies (<http://www.collectivegoods.com>, formerly Books Are Fun) buy large, non-returnable quantities of books directly from publishers at discounts up to 80%. Then they sell them directly to consumers through displays at the buyers’ locations in schools and corporations.

Fiction Bookstores Online. In addition to the major online bookstores, seek niche stores specializing in fiction. One example is Turn the Page Bookstore (<https://www.ttpbooks.com/index.html>) that offers a full selection of popular fiction. Historical Romances Online (<https://www.romance.io/topics/best/historical/1>) sells many genres of fiction. Online Novels (<http://www.onlinenovels.net/>) promotes itself as “The world’s largest portal to

original novels, short stories, and poetry." Is your book about Christmas or on a religious topic? Then sell it through <https://www.christianbook.com/>. Area 51 Booksellers is an online bookstore specializing in science fiction, horror and fantasy books (<http://www.area51books.com/>) as is SF Books (<http://www.sf-books.com/>). Search for niche stores online selling books in your genre.

Niche physical bookstores. Sell your science fiction through stores such as the Crime and Space bookstore (<http://www.crimeandspace.com/>), the House of Science Fiction (www.scifi-az.com), Mysterious Galaxy (<http://www.mystgalaxy.com/>) and Sentry Box (<https://www.sentrybox.com/>), "a Mecca for those interested in fantasy, science fiction, or military games, books and miniatures."

Libraries. You may be working through a library wholesaler, but if not, you can contact libraries directly. Find a list of contact information for all U.S. public libraries at <http://www.publiclibraries.com>.

Reading Groups. There are people who meet in small groups to read and discuss books – primarily fiction. Reading Group Choices sends a quarterly catalog recommending books to many of these groups. Get your book listed in their catalog at <http://www.readinggroupchoices.com>. Also, Sarah's Book Shelves (<https://www.sarahsbookshelves.com/>) is a book recommendation blog "with a list that contains old and new books of various genres that I think have wide appeal and provide compelling discussion topics for your book club."

Local Fairs. Selling books at local events such as craft fairs, gift shows and Holiday celebrations can help you make some money as it provides additional benefits. You can sell personally autographed books on a non-returnable basis at full price. And you may find the networking beneficial. You can also get increased exposure since some events expect 5,000 or more attendees. Display your books with other authors to share the costs and have a fun time. Find lists of local craft and book fairs near you at <http://www.artscraftsshowbusiness.com/>

How you will promote your book?

There are many public-relations activities that can reach people in your target markets as frequently and inexpensively as possible. Most media exposure is free so you can get maximum coverage on a limited budget.

Book reviews. In addition to the major book reviewers, seek reviews from those who specialize in fiction: Danny Yee's Book Reviews for most fiction genres (<http://dannyreviews.com/subjects.html>), The Copperfield Review (<http://www.copperfieldreview.com>) "a journal for readers and writers of historical fiction," Christian book reviews (<http://www.christianbookpreviews.com/>) and reviews of books by Jewish authors and books on Jewish topics (<http://www.bellaonline.com/subjects/3373.asp>). The Science Fiction, Fantasy and Paranormal Romance site reviews books and has interviews with authors in the paranormal romance genre (<http://sffpromance.iwarp.com/>). Also try the Best Reviews of para normal romance (<http://thebestreviews.com/>) and *Black Gate* magazine that reviews science fiction (<http://www.blackgate.com/>).

Some award competitions specialize in fiction. The Eric Hoffer Book Award recognizes excellence in art, general fiction, commercial fiction, children, young adult, culture, business, reference, home, health/self-help/religion and legacy books (www.HofferAward.com). American Book Fest Awards were established to recognize meritorious works by writers who self-published or had their books published by a small press or independent book publisher (<http://www.americanbookfest.com/>). The National Indie Excellence® Awards (NIEA) competition "is open to all English language printed books available for sale, including small presses, mid-size independent publishers, university presses, and self-published authors (<https://www.indieexcellence.com/>). The Washington (DC) Science Fiction Association (WSFA) honors the efforts of small press publishers in providing a critical venue for short fiction in the area of speculative fiction (<http://wsfa.org/site/>)

Others include the World Fantasy Awards (<http://www.dpsinfo.com/awardweb/worldfantasy/>), Theodore Sturgeon Memorial Award for best short science fiction (<http://www.sfsite.com/06a/theo58.htm>), the annual Tiptree Award is given to the work of science fiction or fantasy published which best explores or expands gender roles (<http://www.tiptree.org/>) and the Gaylactic Network Spectrum Awards (<http://www.spectrumawards.org/>) honor works in science fiction, fantasy and horror which include positive explorations of gay, lesbian, bisexual or transgendered characters, themes, or issues. Search for those applicable to your work.

Television and radio shows. Could your story serve as the basis for a TV show? Contact *Beyond Scared Straight*, the series that profiles unique crime prevention programs aimed at deterring troubled teens from jail (<https://www.aetv.com/shows/beyond-scared-straight?newexp=true>) . Or, be the guest on a show such as Authors On The Air Global Radio Network (<https://authorsontheair.com/>) , a digital radio talk show network that introduces authors and their books to readers and listeners worldwide.

Join associations. Network with other fiction authors, enter award competitions, speak at their events and sell your books in their online bookstores. Here are some examples of national and local associations: Science Fiction and Fantasy Writers of America (<http://www.sfwaworld.org/>), The Horror Writers Association (<http://www.horror.org/>), Kansas City Science Fiction and Fantasy Society (<http://www.kcsciencefiction.org/>) and the Romance Writers of America (<https://www.rwa.org/>)

Radish is an app for serialized fiction (<https://www.radishfiction.com>). On Radish you can write, share and monetize your bite-sized serial fiction stories, perfectly suited for reading on smartphones.

Book Summaries (<https://readitfor.me>) Readitfor.me provides the user with the core content of a book in three separate formats: 1) the traditional written summary provides a concise summary of the book, 2) the audio summary provides the core content in an easy to listen format and 3) the video summary where the content of a book is presented using slides and narration.

Create a Game Based on Your Novel. Stimulate word-of-mouth communications and get people to return to our website frequently by creating a game such as NationStates (<http://www.nationstates.net/>) a simulation game based on the novel *Lexicon* by Max Barry.

Participate in communities, forums such as The Artemis Society International (<http://www.asi.org/>), the Planetary Society (<http://www.planetary.org/>) and the site for Speculative Vision Science Fiction and Fantasy (<http://speculativevision.com/>)

Podcasts. Build your reputation for expertise in your genre by being a guest on others' podcasts such as *Over My Dead Body* (<https://wonderly.com/shows/over-my-dead-body/>)

If you expand your marketing activity to include sales through venues other than bookstores you are more likely to reach your target buyers where and when they shop. Your enhanced promotion activity will maximize your exposure, readership and word-of-mouth advertising. As a result, you can increase your sales, revenue and profits from selling your fiction in ways you might not have otherwise thought of.

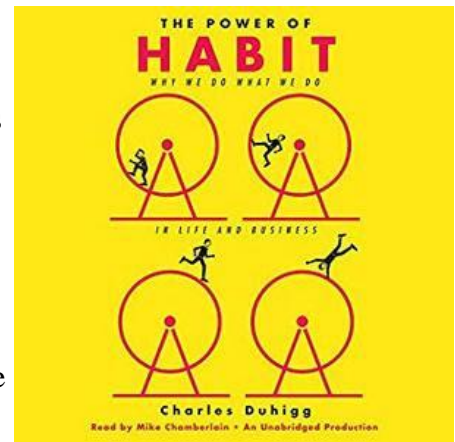
Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. His company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; brianjud@bookmarketing.com or www.premiumbookcompany.com @bookmarketing on Twitter

Read It and Reap

An APSS Recommendation for a Book

That Can Help You and Your Business Succeed

In *The Power of Habit*, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, *The Power of Habit* contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives.



What's the Big Idea?

As you plan for 2020, think minimum, not maximum. Don't try to do too much too quickly. Take one step at a time – the smallest meaningful unit of change.

Just call one new prospect each day. Prepare for each call. Have the prospect's website on the screen in front of you so you can talk intelligently about the buyers' products and companies. Have some general ideas of how they could use your content as a promotional product. Then evaluate your results before making the next call. Do more of what worked and change what didn't. Before you know it, you will have made some large, profitable, non-returnable sales.

APSS wishes you success and happiness in 2020 and beyond.

